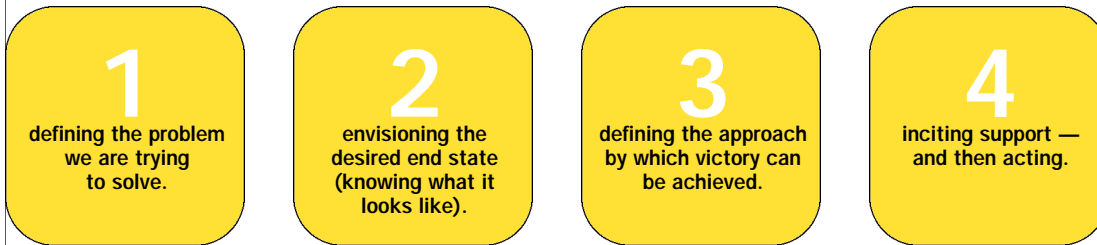


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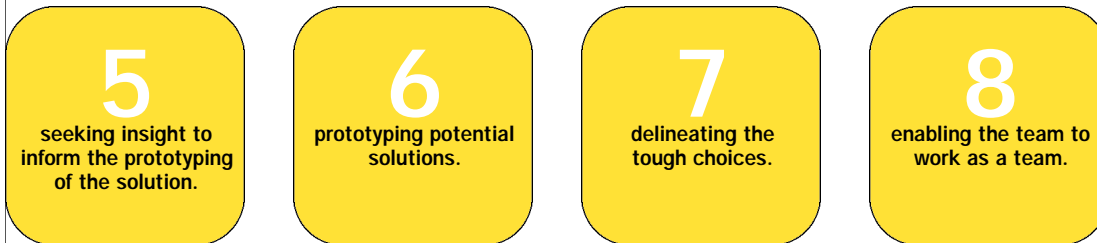
THE PROCESS OF DESIGNING VALUE *

In studying successful organizations, teams, and individuals,
a pattern of success emerges . . .

DEFINING THE PROBLEM



INNOVATING



GENERATING VALUE



* economic value, cultural value, aesthetic value.

By “economic” we mean that someone earns a wage, an invention helps boost your image, you sell more of something or of a service, a profit is generated. By “cultural” we mean that human lives are improved — individuals gain choices, a chance to be educated, a means to live a better life. And by “aesthetic” we mean that something inherently pleasing — because of its beauty, form, or experience — improves someone’s life.